

Industry Subject Area	Working Group Code	Trilateral Detail	National Product Detail			US Title	US Definition	NAICS Industries Producing the Product			CPC Code								
			Can	Méx	US			Can	Méx	US									
51111	1					Newspapers	Publications issued daily, weekly, or at other regular intervals consisting mainly of current news together with editorials, features, correspondence and other information of current public interest. A considerable amount of space is devoted generally to photographs and advertisements. Newspapers are usually printed on newsprint, a lesser quality of paper designed for immediate consumption. They are also published online and in electronic and other media. Both subscription and single copy sales are included here.	511110 511120 511130 516110	511111 511112	511110 511120 511130 516110	32300 32400 47520 84300								
51111	1.1					General newspapers	Newspapers consisting of multiple topics with the intent of appealing to a broad audience. Community newspapers are included here.	511110 511120 511130 516110	511111 511112	511110 511120 511130 516110	32300 32400 47520 84300								
51111	1.1.1					General newspapers – daily-	Newspapers published at least four times a week consisting of multiple topics with the intent of appealing to a broad audience.	511110 511120 511130 516110	511111 511112	511110 511120 511130 516110	32300 47520 84300								
51111	1.1.1.1	X				General newspapers – daily – print	Newspapers published in print at least four times a week consisting of multiple topics with the intent of appealing to a broad audience. Exclusion: Back issues of newspapers for sale are classified product 3.9—Archival Material.	511110	511111 511112	511110	32300								
51111	1.1.1.2	X				General newspapers – daily – on-line	Newspapers published online at least four times a week consisting of multiple topics with the intent of appealing to a broad audience. Includes subscription and single copy sales, as well as portions of newspapers such as headlines e-mailed daily or more frequently. Excludes digital archives which are found in product 3.5— Archival research services.	511110 516110	511111 511112	511110 516110	84300								

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51111	1.1.1.3	X				General newspapers – daily – electronic and other media	Newspapers published in media other than print or online at least four times a week consisting of multiple topics with the intent of appealing to a broad audience. Examples include physical media such as CD-ROM, microfilm, and diskette. Exclusion: Back issues of newspapers for sale are classified in product 3.9—Archival Material.	511110	511111 (Si existiera el producto) 511112 (Si existiera el producto)	511110	47520								
51111	1.1.2					General newspapers –other than daily	Newspapers published less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience.	511110 516110	511111 511112	511110 516110	32400 47520 84300								
51111	1.1.2.1	X				General newspapers –other than daily– print	Newspapers published in print less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience. Exclusion: Back issues of newspapers for sale are classified in product 3.9—Archival Material.	511110	511111 511112	511110	32400								
51111	1.1.2.2	X				General newspapers – other than daily– on line	Newspapers published online less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience.	511110 516110	511111 511112	511110 516110	84300								
51111	1.1.2.3	X				General newspapers -- other than daily —electronic and other media	Newspapers published in media other than print or online less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience. Includes physical media other than print such as CD-ROM, microfilm, and diskette. Exclusion: Back issues of newspapers for sale are classified in product 3.9—Archival Material.	511110	511111 (Si existiera el producto) 511112 (Si existiera el producto)	511110	47520								
51111	1.2					Specialized newspapers	Newspapers focusing on a single topic or theme that is of special interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in product 1.1.9—Other General Interest Periodicals—in product list for NAICS 51112—Periodical Publishers.	511110 516110	511111 511112	511110 516110	32300 32400 47520 84300								

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51111	1.2.1					Specialized newspapers-daily-	Newspapers published at least four times a week that focus on a single topic or theme and are of special interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in product 1.1.9—Other General Interest Periodicals—in product list for NAICS 51112—Periodical Publishers.	511110 516110	511111 511112	511110 516110	32300 47520 84300								
51111	1.2.1.1	X				Specialized newspapers-daily-print	Newspapers published in print at least four times a week that focus on a single topic or theme and are of interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in product 1.1.9—Other General Interest Periodicals—in product list for NAICS 51112—Periodical Publishers. Back issues of newspapers for sale are classified in product 3.9—Archival Material.	511110	511111 511112	511110	32300								
51111	1.2.1.2	X				Specialized newspapers-daily-on line	Newspapers published online at least four times a week that focus on a single topic or theme and are of interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in product 1.1.9—Other General Interest Periodicals—in product list for NAICS 51112—Periodical Publishers.	511110 516110	511111 511112	511110 516110	84300								

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51111	1.2.1.3	X				Specialized newspapers-daily-electronic and other media	Newspapers published in media other than print and online at least four times a week that focus on a single topic or theme and are of interest to a select audience. Includes physical media other than print such as CD-ROM, microfilm, and diskette. Exclusion: Back issues of newspapers for sale are classified in product 3.9—Archival Material. Shoppers newspapers containing only consumer advertising are classified in product 1.1.9—Other General Interest Periodicals—in product list for NAICS 51112—Periodical Publishers.	511110	511111 (Si existiera el producto) 511112 (Si existiera el producto)	511110	47520								
51111	1.2.2					Specialized newspapers-other than daily	Newspapers published less than four times a week, such as weekly or monthly, that focus on a single topic or theme that are of special interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in product 1.1.9—Other General Interest Periodicals—in product list for NAICS 51112—Periodical Publishers.	511110 516110	511111 511112	511110 516110	32400 47520 84300								
51111	1.2.2.1	X				Specialized newspapers-other than daily-print	Newspapers published in print less than four times a week, such as weekly or monthly, that focus on a single topic or theme and are of interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in product 1.1.9—Other General Interest Periodicals—in product list for NAICS 51112—Periodical Publishers. Back issues of newspapers for sale are classified in product 3.9—Archival Material.	511110	511111 511112	511110	32400								

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51111	1.2.2.2	X				Specialized newspapers-other than daily-on line	Newspapers published online less than four times a week, such as weekly or monthly, that focus on a single topic or theme and are of interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in product 1.1.9—Other General Interest Periodicals—in product list for NAICS 51112—Periodical Publishers.	511110 516110	511111 511112	511110 516110	84300								
51111	1.2.2.3	X				Specialized newspapers-other than daily-electronic and other media	Newspapers published in media other than print and online less than four times a week, such as weekly or monthly, that focus on a single topic or theme and are of interest to a select audience. Includes physical media other than print such as CD-ROM, microfilm, and diskette. Exclusion: Back issues of newspapers for sale are classified in product 3.9—Archival Material. Shoppers newspapers containing only consumer advertising are classified in product 1.1.9—Other General Interest Periodicals—in product list for NAICS 51112—Periodical Publishers.	511110 516110	511111 511112	511110	47520								
51111	2					Advertising space in newspapers	Provision of advertising space in newspapers. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83631 83633 83639								
51111	2.1					Advertising space in general newspapers	Provision of advertising space in general newspapers. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83631 83633 83639								
51111	2.1.1					Advertising space in general newspapers-daily	Provision of advertising space in general newspapers published at least four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83631 83633 83639								

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51111	2.1.1.1	X				Advertising space in general newspapers - daily - print	Provision of advertising space in general newspapers published in print at least four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110	511111 511112	511110	836207 83631								
51111	2.1.1.2	X				Advertising space in general newspapers - daily - on-line	Provision of advertising space in general newspapers published online at least four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83633								
51111	2.1.1.3	X				Advertising space in general newspapers - daily - electronic and other media	Provision of advertising space in general newspapers published in media other than print and online at least four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110	511111 (Si existiera el producto) 511112 (Si existiera el producto)	511110	836207 83639								
51111	2.1.2					Advertising space in general newspapers other than daily	Provision of advertising space in general newspapers published less than four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83631 83633 83639								
51111	2.1.2.1	X				Advertising space in general newspapers other than daily - print	Provision of advertising space in general newspapers published in print less than four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110	511111 511112	511110	836207 83631								
51111	2.1.2.2	X				Advertising space in general newspapers other than daily - online	Provision of advertising space in general newspapers published online less than four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83633								
51111	2.1.2.3	X				Advertising space in general newspapers - other than daily - electronic and other media	Provision of advertising space in general newspapers published in media other than print and online less than four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110	511111 (Si existiera el producto) 511112 (Si existiera el producto)	511110	836207 83639								
51111	2.2					Advertising space in specialized newspapers	Provision of advertising space in specialized newspapers. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83631 83633 83639								

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51111	2.2.1					Advertising space in specialized newspapers- daily	Provision of advertising space in specialized newspapers published at least four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83631 83633 83639								
51111	2.2.1.1	X				Advertising space in specialized newspapers- daily - print	Provision of advertising space in specialized newspapers published in print at least four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110	511111 511112	511110	836207 83631								
51111	2.2.1.2	X				Advertising space in specialized newspapers – daily – on-line	Provision of advertising space in specialized newspapers published online at least four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83633								
51111	2.2.1.3	X				Advertising space in specialized newspapers – daily – electronic and other media	Provision of advertising space in specialized newspapers published in media other than print and online at least four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110	511111 (Si existiera el producto) 511112 (Si existiera el producto)	511110	836207 83639								
51111	2.2.2					Advertising space in specialized newspapers- other than daily	Provision of advertising space in specialized newspapers published less than four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83631 83633 83639								
51111	2.2.2.1	X				Advertising space in specialized newspapers- other than daily - print	Provision of advertising space in specialized newspapers published in print less than four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110	511111 511112	511110	836207 83631								
51111	2.2.2.2	X				Advertising space in specialized newspapers- other than daily - online	Provision of advertising space in specialized newspapers published online less than four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110 516110	511111 511112	511110 516110	836207 83633								

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51111	2.2.2.3	X				Advertising space in specialized newspapers – other than daily – electronic and other media	Provision of advertising space in specialized newspapers published in media other than print and online less than four times a week. Includes the creation and design of advertisements when bundled with the provision of advertising space.	511110	511111 (Si existiera el producto) 511112 (Si existiera el producto)	511110	83620? 83639								
51111	3					Related services	Other important services provided by establishments classified in NAICS 51111.	511110 511120 511130 511140 541430 541910	511111 511112 511121 511122 511131 511132 511141 511142 511191 511192 541430 541910 561920 323111	511110 511120 511130 511140 541430 541910	32230 32250 32300 32400 32520 32530 47520 73340 83490 83700 84300 84520 85970 85990? 89110 89121								
51111	3.1	X				Printing services	Printing publications of any type for others. Examples include books, magazines, pamphlets, posters, and calendars. Exclusion: The bundled product of printing and distribution is classified in product 3.12, Printing and Distribution.	511110 511120 511130	511112 511122 323111	511110 511120 511130	89121								
51111	3.2	X				Distribution services	Distributing publications and other products for others. Examples include flyers, magazines, books, newsletters, calendars and products samples. Exclusion: The bundled product of printing and distribution is classified in product 3.12, Printing and Distribution.	511110 511120	511111 511112 511121 511122	511110 511120	85990?								
51111	3.3	X				Graphic design services	The provision of design services for others such as layout and design of graphic art work, photography, and copy editing.	511110 541430	511111 511112 541430	511110 541430	83490								
51111	3.4	X				Market research services	The provision of research services to analyze the data for marketing. Research services include collecting, recording, and analyzing data related to the marketing of goods and services.	511110 541910	511111 511112 541910	511110 541910	83700								

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51111	3.5	X				Archival research services	Provision of services to facilitate access to and use of archived copies of back issues of newspapers by researchers. At the request of the client, this service may include search, advice, and compilation services tailored to the subject matter under investigation.	511110	511111 511112	511110	84520								
51111	3.6	X				Licensing of rights to use content of newspapers protected by copyright	Granting permission to use the content of newspapers that are implicitly or explicitly protected by copyright owned or controlled by the licensor. Includes the right to broadcast, publish, reproduce, record, modify, incorporate, or distribute intellectual property taken from newspapers for an agreed period of time, manner, and place, such as the right to reproduce in or adapt to another format, medium, language or territory. Some specific examples of rights licensed to use published intellectual property include co-publishing rights, translation rights, anthology rights, serial rights, dramatization and documentary rights, merchandising rights, paperback rights, electronic publishing rights, and audio rights. Includes: • Temporary transfers of rights through licensing. • Permanent transfer of individual or some rights through sale. Excludes: Permanent transfers of all rights granted through outright sale of intellectual property.	511110 511120 511130 511140 511131 511132 511141 511142	511111 511112 511121 511122 511131 511132 511141 511142	511110 511120 511130 511140	73340								
51111	3.7	X				Special event production and/or management	The production and management of special events such as trade fairs and conventions. Revenue comes from a variety of sources such as products sold, advertising, admissions and management fees.	511110 511120	511111 (Si existiera el producto) 511112 (Si existiera el producto) 561920	511110 511120	85970								
51111	3.8	X				Publishing Services excluding graphic design services	Publishing of newspapers, books, periodicals, journals, etc., for others (including self-publishing authors) who maintain copyright and editorial control. Vanity book publishing is included as well as technical services related to publishing such as editing, proofreading, content development, research and writing, and word processing. The services may be bundled or separate. Printing and distribution services provided in combination with activities listed above are included. Exclusion: graphic design services are classified in product 3.3, graphic design services.	511110 511120 511130	511111 511112 511121 511122 511131 511132	511110 511120 511130	89110								

